

Mercedes Fancies Events To Help Erase Blip

Contributed by A&M
Thursday, 11 February 2010

Mercedes-Benz Malaysia will focus much of its marketing on events this year as it attempts to better a 6% dip in sales of the luxury car brand in 2009 compared to 2008.

Despite the 6% decrease, 2009 is being described by Mercedes-Benz as an "outstanding year" during a challenging time. Mercedes-Benz actually grew sales by 8.8% in the second half of 2009.

"We are encouraged by our performance and will continue to build on our leadership in 2010," Mercedes-Benz president and CEO, Peter Honegg, said.

While the brand's C-Class and B-Class class grew by 5% and 37% respectively, sales for Mercedes-Benz S and E-Class fell 27.1% and 20.2%.

The company's VP of sales and marketing, Florian Mueller tells A+M the response from event marketing had been extremely overwhelming with significant results in terms of purchases and sales over the past year.

"Events are an excellent way to connect with our target market and identify the expectations, needs and wants of our customers who prioritize our high-end luxury vehicles," Mueller said.

"Through this channel, we are able to effectively place our products out there and promote our brand with tremendous impact by actually showcasing the various classes that Mercedes-Benz offers," he said.

Events the brand has been involved in over the last 12 months include the Stylo KL Fashion Festival, Mobilekids Roadshow in Penang, and Road to the Future.

Malaysia - 21 January 2010